

# REQUEST FOR PROPOSALS

## Maple Avenue CORRIDOR PLAN

415 S. Lexington Ave.  
P.O. Box 1358 Burlington, NC 27216-1358  
(336) 222-5110

Proposals Due: 4:00 PM EST, July 28, 2016

## A. PURPOSE

The City of Burlington is seeking proposals from professional consulting firms to complete a Corridor Plan for Maple Avenue. As there is an “Option A” and an “Option B” study area, we are requesting two separate bids. “Option A” lies between Plantation Drive and Main Street in the downtown area and is 2.09 miles in length; “Option B” lies between Anthony Road and Main Street in the downtown area and is 2.48 miles in length in the City of Burlington (see attached map). The objective is to have a plan that determines and addresses the critical issues and needs for both immediate and long term improvements to a major entryway to the City’s downtown.

## B. BACKGROUND

### *Process*

The City of Burlington completed a strategic prioritization exercise during its comprehensive planning process, in September 2015. This plan identified the Maple Avenue corridor as the highest planning priority for the City. The City of Burlington intends to execute a contract for the Maple Avenue Corridor Plan in early fall of 2016, with the expectation that the project will be completed during Fiscal Year 2017.

### *Maple Avenue*

Maple Avenue is one of Burlington’s primary commercial and employment corridors, with a substantial mixture of residential, both public housing and single family residences. It is also a major commuter route from the interstate into the downtown. Growing issues with peak hour congestion and safety result from ever-increasing commuter volumes, which are exacerbated by the lack of desirable alternative routes. Alternative modes of transportation are sparsely present along the corridor, but include the new transit system, LINK transit; however, in general there is negligible connectivity among modes and significant barriers to multi-modal travel created by traffic volumes and roadway design characteristics. Land uses adjoining Maple Avenue consist primarily of aging, strip-oriented commercial development; although several major employers are also located within the study area, including: LabCorp and the City of Burlington. Pressures resulting from growing mobility issues and inefficient land use patterns demonstrate the need to create short- and long-term land use and transportation strategies that will assist the City of Burlington and North Carolina Department of Transportation (NCDOT) in shaping the future of this vital corridor.

### *Existing Plans/Regulations for Consideration*

- City of Burlington Comprehensive Plan, Destination Burlington (2015)
- 2040 Metropolitan Transportation Plan Update, BGMPO (2015)
- Burlington Pedestrian Master Plan (2012)
- Burlington Downtown Master Plan (2008)
- Burlington Unified Development Ordinance (in progress)
- Burlington Greenways and Bicycle Master Plan (in progress)

## C. SCOPE GUIDANCE

### *Process*

It is essential that consulting firms are creative in their approach to this project - not only with regard to content, but process as well. This section of Maple Avenue is an essential commercial arterial that

supports an extensive amount of commerce within Burlington and the region as a whole. As a result, aesthetic improvements, transportation, and land use must be equally considered by the scope of work. Proposals must also include strategies for proactively involving the public. The multi-use corridor has interstate, commercial, residential, corporate, and downtown interests to consider. These sections all require different treatments, yet the corridor needs to have a cohesive feel. We also want to ensure a diverse public input process.

### *Plan Content*

The final report should comprehensively identify land use, beautification, and transportation issues, provide an appropriate level of analysis to substantiate the issues and make specific recommendations for enacting change. Plan documentation is expected to include professional-grade maps, schematic drawings, renderings, statistical analysis and model simulations among other potential items as necessary. Proposals should directly relate the impacts of land use on transportation options and operations accordingly, to include the identification of needed staff time and resources for implementation.

At a minimum the plan will include the following:

#### 1. Transportation

- An analysis of multi-modal operations within the study area including service deficiencies, capacity deficiencies, safety issues and overall connectivity among transportation modes
- Recommendations for future-year roadway conditions including: street network connectivity, traffic patterns, access management standards, and roadway cross-sections (including multi-modal components)
- Recommendations for bicycle, pedestrian, and transit infrastructure
- A streetscape plan with cost estimates that includes a list of potential incentives for developers and businesses upon development or redevelopment, to create a cohesive and uniform, visually identifiable character for the corridor
- Specific transportation enhancement projects with planning-level cost estimates
- GIS (ESRI) parcel-level mapping to facilitate implementation through the development review process
- An implementation strategy complete with prioritization table and feasibility assessment, to include potential utility relocation

#### 2. Land use

- An analysis of existing land use characteristics, environmental constraints and infrastructure capacity
- Parcel-level recommendations for future land use with consideration for the carrying capacity of public infrastructure and environmental impact
- Profiles for each recommended land use category containing a description of intent and form, complete with photographs and/or renderings
- Recommendations for improving existing land use regulations to implement the plan - specific guidance regarding manageable density and mixtures of uses, structure height, design, signs/outdoor advertisement, with the potential for a zoning overlay, among others
- A list of practical local incentives to encourage implementation of the plan

### 3. Potential aesthetic features

- Utilize input from local utilities during information-gathering process (pole relocation, undergrounding of utilities, etc.)
- Landscaping plans
- Common signage and gateways

#### *Deliverables*

Deliverables shall include at a minimum: the corridor plan, maps, two to three types of visualizations and any other options needed for the public participation element, future land use scenarios including redevelopment options for economic development purposes, ideas for intersection improvements along the corridor, a table of estimated planning-level costs broken down by key components, public input strategy, a detailed implementation plan including assessment of prioritization factors, and prioritized list of near-, mid-, and long-term improvements. Cost estimates for future implementation must be included. Maps should show the right of way; this information will be provided by the City. A specific list of deliverables should be outlined in the scope of work and must address the format of all proposed electronic deliverables.

#### *Plan Development*

We anticipate significant interaction and collaboration with City staff. The proposal submitted should include a strategy of how to incorporate this need.

#### *Adoption*

The selected consultant shall be responsible for conducting multiple workshops during the project to solicit public input. A project Website is also desired, along with a social media component. The consultant will make three presentations during the adoption process, one for Burlington's Planning & Zoning Commission and two for the Burlington City Council. We are anticipating an eight month process, maximum. The target deadline for adoption is May 2017.

### **D. SUBMITTAL AND SELECTION SCHEDULE**

- |   |               |
|---|---------------|
| ▪ Release of Request for Proposals        | June 22, 2016 |
| ▪ Request for clarifications due          | July 7, 2016  |
| ▪ Proposals due to the City of Burlington | July 28, 2016 |

Requests for clarifications may be submitted in written or email format ([dshoffner@ci.burlington.nc.us](mailto:dshoffner@ci.burlington.nc.us)) up to the close of business (5:00 PM EST) on July 7, 2016. Responses to the requests for clarifications shall be posted on the City of Burlington Planning & Community Development Webpage ([www.burlingtonnc.gov](http://www.burlingtonnc.gov)) by the close of business on July 8, 2016.

### **E. EVALUATION CRITERIA**

A selection committee comprised of City of Burlington staff will select the most qualified firm based on, but not limited to, the following considerations:

- Competence, including technical education and training of key personnel, and experience in previous undertakings of this kind of project
- Creativity in approach to the scope of work

- Availability of adequate personnel and equipment
- Past record of professional accomplishments and list of references, with experience that directly relates to this type of work, preferably in NC
- Past record of performance for other governmental entities
- Ability to communicate effectively with and present to citizens and public officials

The city may invite selected consultants to participate in an interview or request additional details as part of the selection process.

## **F. SUBMITTAL OF PROPOSALS**

Proposing firms are to submit one original and seven (7) copies of their proposal by 4:00 PM EST on Friday, July 28, 2016. Proposals shall be addressed as follows:

City of Burlington  
Attn: Daniel Shoffner  
Planning & Community Development Dept.  
425 S. Lexington Ave.  
Burlington, NC 27216-1358

Proposals shall be comprised of the following:

1. Proposed scope of work in response to the RFP – Scope shall address the firm's understanding of the work to be performed, including identification of specific tasks, timelines and work effort (personnel hours by task). Proposing firms are encouraged to identify opportunities to perform the work in the most cost-effective and innovative manner.
2. Qualifications of the firm(s) – Experience of the firm in conducting similar type studies within the past five years. If subcontractors are to be used, provide brief statements of similar type work performed within the past five years.
3. Qualifications of proposed staff – Include a brief resume of proposed staff accompanied with the identification of similar work the proposed staff has participated in within the past five years. The same information should be provided for any subcontractors.
4. Project management – Provide an explanation of the project management system and practices used to assure that the project is completed within the scheduled timeframe and that the quality of the products will meet the City of Burlington's requirements.
5. References – Provide at least three references for which the firms have provided similar work within the past five years. Client contact person name, with address and telephone number are to be provided. References for subcontractors shall also be provided.
6. Cost proposal – Proposing firms are to prepare a cost proposal for each work effort that includes a breakdown of expenses by proposed task. The cost proposal shall include all items that will be charged to the City of Burlington, including travel and other direct charges that will be involved in the project. Costs shall be segregated to show staff hours, rates and classification and

administrative overhead. If subcontractors are to be used, the prospective contractor must indicate any mark-up.

G. CONTRACT TYPE

A cost-reimbursement not-to-exceed type of contract is anticipated. The consultant will be paid based on work actually performed on a monthly basis. The consultant should forward monthly invoices by the 15th of the following month. Each invoice shall be accompanied with a detailed description of the work performed, identify any problems incurred and include suggested remedies in order to keep the project on schedule. Each invoice shall identify the total contract amount, the amount previously invoiced and the remaining balance of the contract.

H. LIABILITY INSURANCE REQUIREMENTS

The successful bidder shall be responsible for obtaining and maintaining adequate liability insurance to completely and fully protect the City of Burlington against all claims and actions arising out of any property damages or personal injury or death as shown in the table below. The Contractor shall furnish proof of this liability insurance to be attached to the executed copies of the contract.

INSURANCE REQUIREMENTS, LIMITS OF LIABILITY IN THOUSANDS (000)	EACH OCCURRENCE	AGGREGATE
<u>GENERAL LIABILITY</u> Bodily Injury & Property Damage Combined Single Limit	\$1,000	\$2,000
<u>AUTOMOBILE LIABILITY</u> Bodily Injury & Property Damage Combined Single Limit	\$1,000	
<u>OWNERS PROTECTIVE LIABILITY OR PROJECT SPECIFIC AGGREGATE</u> Bodily Injury & Property Damage Combined Single Limit	\$1,000	\$2,000

\*This is a special additional policy written for this project alone which specifically indemnifies the City of Burlington as the Owner of this project.

\*\*NOTE\*\*

THE CITY OF BURLINGTON MUST BE NAMED AS AN ADDITIONAL NAMED INSURED ON CONTRACTOR’S POLICY.

A Blanket Waiver of Subrogation shall apply in favor of the City of Burlington and all additional insureds as required by contract for Workers Compensation and General Liability.

<u>WORKERS COMPENSATION</u>	Statutory limits, as required by law. \$500,000 Employers Liability Limit
<u>SPECIAL HAZARD</u>	Contractual Broad Form Property Damage Personal Injury Products/Completed Operations
<u>PROFESSIONAL LIABILITY</u>	Limit of no less than \$1,000,000

E-VERIFY REQUIREMENT

STATE OF NORTH CAROLINA

AFFIDAVIT

CITY OF BURLINGTON

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I, \_\_\_\_\_ (the individual attesting below), being duly authorized by and on behalf of \_\_\_\_\_ (the entity bidding on project hereinafter "Employer") after first being duly sworn hereby swears or affirms as follows:

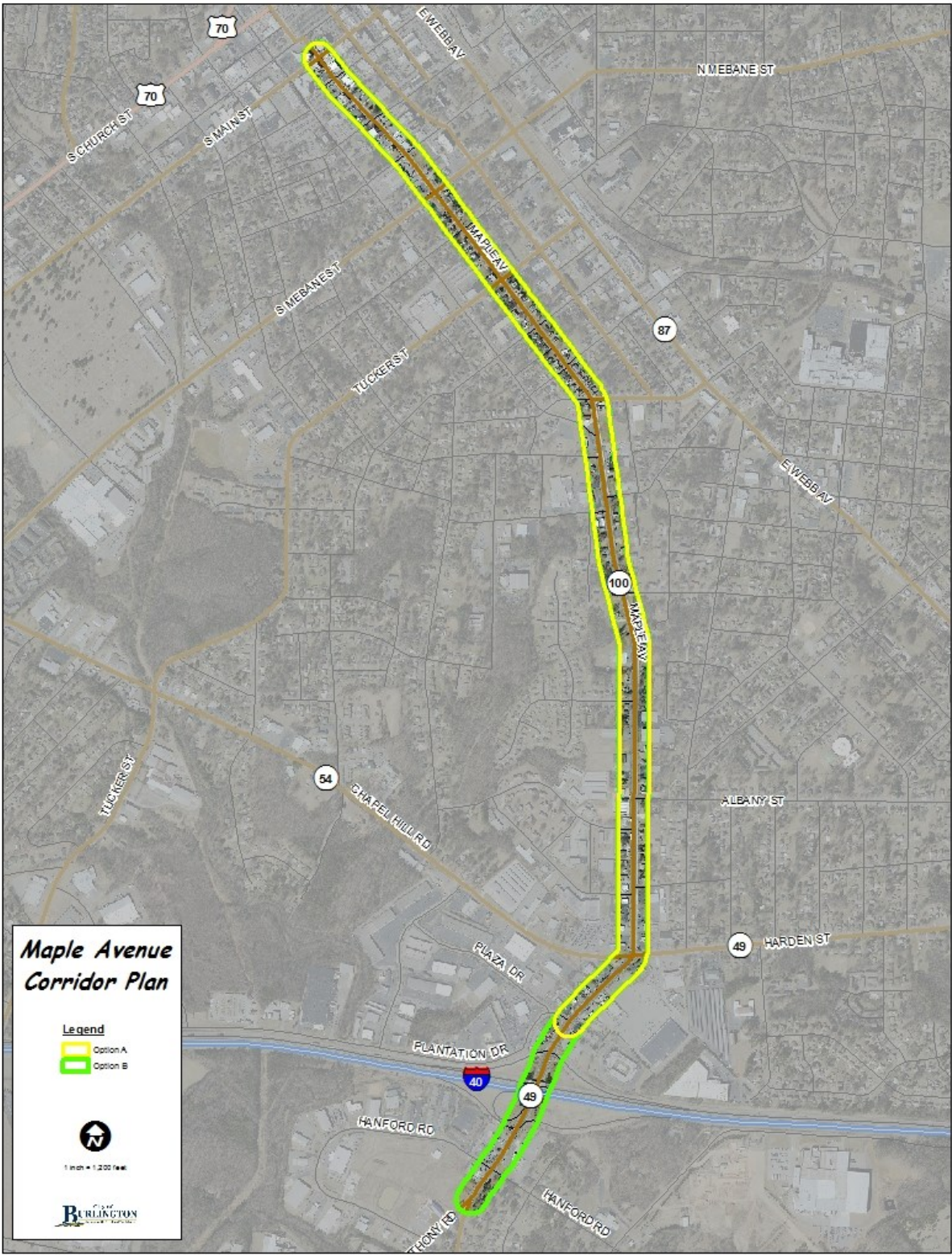
- 1. Employer understands that E-Verify is the federal E-Verify program operated by the United States Department of Homeland Security and other federal agencies, or any successor or equivalent program used to verify the work authorization of newly hired employees pursuant to federal law in accordance with NCGS §64-25(5).
- 2. Employer understands that Employers Must Use E-Verify. Each employer, after hiring an employee to work in the United States, shall verify the work authorization of the employee through E-Verify in accordance with NCGS§64-26(a).
- 3. Employer is a person, business entity, or other organization that transacts business in this State and that employs 25 or more employees in this State. (mark Yes or No)
  - a. YES \_\_\_\_\_, or
  - b. NO \_\_\_\_\_
- 4. Employer's subcontractors comply with E-Verify, and if Employer is the winning bidder on this project Employer will ensure compliance with E-Verify by any subcontractors subsequently hired by Employer.  
This \_\_\_\_ day of \_\_\_\_\_, 2014.

\_\_\_\_\_  
Signature of Affiant  
Print or Type Name: \_\_\_\_\_  
State of North Carolina City of Burlington  
Signed and sworn to (or affirmed) before me, this the \_\_\_\_  
day of \_\_\_\_\_, 2014.  
My Commission Expires: \_\_\_\_\_

\_\_\_\_\_  
Signature of Notary                      Printed Name of Notary

|||  
(Affix  
Official/Notarial  
Seal)

IRAN DIVESTMENT ACT CERTIFICATION. Contractor hereby certifies that Contractor, and all subcontractors, are not on the Iran Final Divestment List (“List”) created by the North Carolina State Treasurer pursuant to N.C.G.S. 143-6A-4. Contractor shall not utilize any subcontractor that is identified on the List.



For planning purposes, actual area will extend to surrounding parcels.